

1. The first step in the process of identifying a problem is to recognize that a problem exists. This is often done by comparing current performance with a desired state or goal. If there is a significant difference, a problem is identified. For example, if a company's sales are declining while its expenses are increasing, this indicates a problem that needs to be addressed.

2. Once a problem is identified, the next step is to define the problem more precisely. This involves determining the scope of the problem, the areas affected, and the specific symptoms. For instance, if sales are declining, it's important to know whether this is happening across all markets or just in certain regions, and whether it's a recent trend or a long-term issue.

3. After defining the problem, the next step is to analyze the causes. This is often done by asking "why" questions and looking for underlying factors that might be contributing to the problem. For example, if sales are declining, one might ask why customers are not buying as much, and then look for reasons such as changes in market demand, increased competition, or poor timing of the product launch.

4. Once the causes are identified, the next step is to develop a plan to address the problem. This plan should outline the specific actions that will be taken to solve the problem, the resources required, and the timeline for implementation. For example, if the cause of declining sales is poor timing, the plan might involve launching a marketing campaign to generate more interest in the product.

5. The final step in the process is to implement the plan and monitor the results. This involves putting the plan into action and then tracking the performance of the organization to see if the problem has been resolved. If the problem persists, it may be necessary to revisit the analysis and develop a new plan.

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Examiner

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